



## **CHIEF MARKETING OFFICER SAMPLE BUSINESS PLAN**

During the first year, the Chief Marketing Officer must achieve certain critical results in order to meet the goals for this position. These are as follows:

### **Rapid Execution Of The Sales Plan**

Product launch is underway, with a sales stream to special applications customers. A sales plan has been established, which defines the progression into other sales channels. The CMO must evaluate the sales plan, refine it as needed and establish a game plan to grow the company sales to the \$[xxx] million level within 18 months. This level of sales equates to less than a [y]% penetration of the new computer sales market.

### **Drive Sales In All Channels**

The current sales plan calls for penetration of these key channels: computer builders, large distribution companies, OEMs, system integrators, Value Added Resellers (VARs), direct sales to large users, and strategic applications in a number of key areas. The CMO must understand the complexities of establishing a foothold in each channel and develop appropriate strategies for each. The CMO must negotiate productive deals in all channels that maximize the company's potential and its freedom to pursue additional deals.

### **Build Sales Organization**

Assess the existing sales and marketing organizational structure and develop an expansion plan for each phase of planned rapid growth, which will include revisions to the organizational structure, policies, and procedures. Management anticipates that substantive change to the sales structure may be required to reach the sales objectives.

### **Personnel Growth**

Excellence in hiring and managing people will be critical. The CMO will hire and manage the entire sales and marketing staff through the growth of the company. Anticipation of human resource needs are an absolute requirement. The CMO must facilitate hiring to keep pace with the growth rate, incorporating very high quality standards for each hire. The CMO will be expected to generate job descriptions for each key position and include successorship planning in the hiring program.

### **Strategic Plan**

Develop an ongoing strategic sales and marketing plan to achieve the sales objectives. Take a leadership role with other members of the senior management team to ensure that aggressive goals are consistently targeted and achieved by the management team members and that each senior management team member understands the role he or she must play in facilitating high sales levels.

### **Product Development**

Working closely with Research and Development and the Engineering group, recognize new product application opportunities that capitalize on the company's technology and convert to production items that can be successfully marketed and sold.

### **Marketing Communications**

Supervise the marketing activity and marketing communications of the company. Take the lead position publicly through trade shows, presentations, brochures, advertising, web site, and other similar methods of communicating the value of the product to the public.

### **Budget Management**

Manage the Sales and Marketing budgets. Maximize the use of funds for the optimum level of sales.